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*#9/c*  
*5.28.02*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Dkt. No. 084561-0108

Applicant: Mark LANDESMANN  
Title: BUYER-DRIVEN TARGETING OF  
PURCHASING ENTITIES  
Appl. No.: 09/888,439  
Filing Date: 06/26/2001  
Examiner: Khanh Lee

THIRD PRELIMINARY AMENDMENT

Commissioner for Patents  
Washington, D.C. 20231

Sir:

~~Prior to examination of the present application, Applicant respectfully requests that the above-identified prior application be amended as follows:~~

In the Claims:

~~In accordance with 37 C.F.R. § 1.21, please substitute for original claims 11, 17, 37, 40, 82, 87, 96-98, 103-104, 117, 163, 165-166, and 169 the following rewritten versions of the same claims, as amended. The changes are shown explicitly in the attached "Version With Markings to Show Changes Made."~~

*01* ~~11. (Amended) The method as defined in claim 10, further comprising the step of obtaining information on whether the buyer entity made a follow-up purchase or a co-purchase contemporaneous with or after accepting the incentive and inputting this information to the electronic database.~~

*02* ~~17. (Twice Amended) The method as defined in claim 13, further comprising:  
receiving additional proof of purchase records for one of said buyer entities; and~~

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*@2*  
*entd* *entd* *entd*  
recalculating at least one of said scores said one of said buyer entities based on the additional proof of purchase records.

*@3*  
37. (Twice Amended) The method as defined in claim 36, wherein said storing step comprises storing the at least one score on a cookie.

*@4*  
40. (Amended) The method as defined in claim 39, wherein said indication comprises providing an incentive to a buyer entity with a recalculated score that exceeds the threshold but the score of the buyer entity before recalculation did not exceed the threshold.

*@5*  
*intd* 82. (Twice Amended) The method as defined in claim 10, further comprising monitoring the receiver of an interactive television to determine if an ad has been zapped; and providing an incentive to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

*@6*  
87. (Amended) The method as defined in claim 13, further comprising determining an incentive for viewing a television advertisement based on a predetermined response received from the receiver of the buyer entity and at least one score of the buyer entity.

*@7*  
*intd* 96. (Twice Amended) The system as defined in claim 94, wherein a plurality of buyer entities are individual persons.

97. (Twice Amended) The system as defined in claim 94, wherein a plurality of the buyer entities are corporate or other legal entities.

*@7*  
*intd* 98. (Twice Amended) The system as defined in claim 94, further comprising: a component for receiving buyer entity preferences for categories of third parties;

wherein said third component for obtaining search criteria includes a component for receiving a merchant category designation for the third party; and

wherein said fourth component for searching comprises a component for forming the group of buyer entities who have indicated in their respective buyer preferences that they would receive a marketing incentive from third parties in the merchant category designation.

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103. (Twice Amended) The system as defined in claim 102, further comprising a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories.

104. (Twice Amended) The system as defined in claim 102, further comprising:

a component for calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category;

a component for calculating a composite score for a particular buyer entity in accordance with a function of the separate scores for a plurality of selected categories for the particular buyer entity; and

a component for creating a group of buyer entities based on said composite scores.

117. (Twice Amended) The system as defined in claim 103, comprising:

a component for obtaining non-purchase information about one of said buyer entities from third party; and

a component for recalculating at least one score of said one of said buyer entities based on the non-purchase information.

163. (Twice Amended) The system as defined in claim 103, further comprising a component for storing at least one score for a buyer entity on a cookie at a computer for said buyer entity; and updating the score on said cookie with a recalculated score.

165. (Twice Amended) The system as defined in claim 103, further comprising a component for updating the searchable database on a continuous basis; and

A component for recalculating the scores on a continuous basis.

166. (Twice Amended) The system as defined in claim 103, further comprising:

a component for recalculating at least one score for a buyer entity for one of the categories based on information on the television viewing habits or the viewing of a particular television program by that buyer entity.

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012 169. (Twice Amended) The system as defined in claim 166, further comprising: a component for providing a plurality of said incentives from different advertisers to one of the buyer entities, including determining the sequence or the relative prominence of each of the plurality of the incentive awards based on said recalculated score.

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**MESSAGE:**

Re: U.S. Patent Application No.: 09/888,439  
Filing Date: 06/26/2001  
Title: **BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES**  
Inventor(s): Mark LANDESMANN

I hereby certify that this correspondence (Third Preliminary Amendment) for the above-captioned application is being transmitted to the U.S. Patent and Trademark Office by facsimile, addressed to:

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